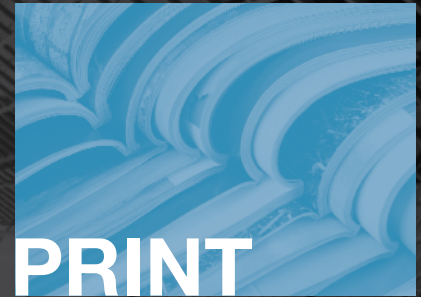


2013

media kit



FA offers more

PRINT

Financial Advisor is produced exclusively for independent advisors by one of the most experienced and respected publishing teams in the industry. Reaching 100,000 independent broker-dealer-affiliated advisors and registered investment advisors (RIAs), *FA* offers readers unparalleled ideas and strategies to help them better invest for their affluent clients and manage their practices.

The FA Digital Edition gives readers a hard-copy reading experience in a vivid digital version with more ways to interact with our magazine. The superior technology of our digital edition will allow advertisers to reach readers with a variety of unique and impactful advertising units.

Mobile Apps: *Financial Advisor* mobile app edition is available to readers via the iPhone, iPod Touch, iPad, Kindle Fire and Android devices. Advertisers have the ability to integrate your marketing campaign and reach advisors with this new and engaging technology.

ONLINE

FA-Mag.com provides users with timely articles, features and research along with breaking news about the financial services industry. The site also features the continuing education center, channels covering different financial topics, proprietary research surveys, Webcasts, white papers, an events calendar and industry-related links. *FA-mag.com* is tablet and smart phone friendly.

FA News, the electronic newsletter of *FA* magazine, is an essential resource for breaking news and events that directly affect financial advisors and the companies providing products and services to the advisor market. *FA* also offers special *FA news* editions that focus on specific industry topics.

Webinars—*FA*'s editorial expertise provides advisors with thought-provoking, single-topic educational sessions to keep them informed of the latest trends and strategies in the financial markets.

“*FA* is one of the best magazines out there. The articles are well written and I get great ideas about new trends and approaches.”

—*FA* Subscriber, Signet 2012 Subscriber Study



CONFERENCES AND EVENTS

6th Annual Inside ETFs Conference. This event, in conjunction with IndexUniverse, is the only ETF conference planned exclusively for advisors. It features panels of leading practitioners and experts exploring how to best use ETFs and gives advisors the tools, techniques and strategies to incorporate these funds into their portfolios.

4th Annual *Financial Advisor Retirement Symposium*. Here, key industry experts and prominent advisors will share their insights and strategies and help advisors assist clients with individual retirement needs. The conference offers a forum to hear and share ideas on the new realities of retirement and allows advisors to discuss the latest strategies and top-level solutions.

4th Annual Innovative Alternative Strategies Conference. The industry's largest alternative investment conference brings together top advisors and financial professionals from *FA* and *PW* magazines to discuss how planners can diversify client portfolios with investments such as REITs, hedge funds, ETFs, managed futures and options.

3rd Annual Fiduciary Gatekeeper Research Manager Summit. This one of a kind conference is designed to help financial advisors improve the investment manager due diligence process. It brings together investment management firms and fiduciaries to discuss investment manager selection, model portfolios and the asset allocation process.

Workshops—One-Day, Single-Topic, Specialized Events. Building an Elite Wealth Management Practice, Impact Investing, Alts University and Creating an Exceptional Family Office Experience.



FA delivers a clearly defined and targeted audience

Total circulation: 100,000*

- **74%** independent financial planners/ advisors/RIAs
- **13%** fee-based wirehouse and regional brokerage advisors
- **11%** insurance/accounting/bank advisors
- **2%** other types of professionals allied to the field

Source: June 2012 BPA Statement
*Effective January 2013

64% of FA readers are Registered Investment Advisors (RIAs)



FA subscribers control over \$15 trillion in client assets

Amount of assets readers **personally** manage

- Less than \$50 million 21%
- \$50 million - \$99.9 million 35%
- \$100 million - \$249 million 29%
- \$250 million - \$500 million 9%
- \$500 million - \$1 billion 3%
- \$1 billion + 3%

Average: \$180 million

FA subscribers invested over \$2.25 trillion for clients

Amount of assets readers **personally** invest

- Less than \$1 million 6%
- \$1.0 million - \$4.9 million 22%
- \$5.0 million - \$9.9 million 24%
- \$10.0 million - \$24.9 million 25%
- \$25.0 million - \$99.9 million 18%
- \$100 million or more 5%

Average: \$25 million

Source: Signet Research 2012 Subscriber Study



Average value of client accounts readers personally manage:
\$1.8 million

Average number of clients readers personally manage:
180



Products readers **personally** recommended to clients in the past 12 months

- Mutual Funds 88%
- Bonds/Bond Funds 80%
- Long-Term Care 79%
- ETFs 74%
- 529 Plans/College Saving 71%
- Fixed Income Products 68%
- Life Insurance 68%
- Annuities 67%
- Retirement Products 60%
- Retirement Plans/401(k)s 58%
- REITs 52%
- Other Alternative Investments* 35%
- Charitable Giving 27%
- Socially Responsible Investing 20%

Source: Signet Research 2012 Subscriber Study. * Other Alternative Investments Include: Commodities, Currency, ETNs, MLPs, Land

“FA is far superior in editorial coverage. I always learn something from FA.”

—FA Subscriber,
Signet Research
2012 Subscriber Study

“FA is the most valuable trade magazine I receive.”

—FA Subscriber,
Signet Research 2012
Subscriber Study





FA readers are experienced advisors with established practices

Compensation

- Fee Advisors 85%
 - Fee-Based* 60%
 - Fee Only* 25%
- Commission 5%
- Salary 10%

Source: Signet Research 2012 Subscriber Study

Tenure as Planner/Advisor

- Less than 5 years 3%
- 5 to 10 years 12%
- 10 years or more 85%

Average: 21 years

“Very good. Very timely. Very applicable. Extremely useful.”

—FA Subscriber, Signet Research 2012 Subscriber Study

“*Financial Advisor* is the best of all the publications in the field.”

—FA Subscriber, Signet Research 2012 Subscriber Study

FA readers regularly respond

Action(s) taken during the past year as a result of advertisements and/or articles in FA

- Referred or discussed an ad/article to someone else in a company by passing along a tear sheet, a photocopy or an actual issue 83%
- Bought products or services advertised or requested additional information from a company, sales representative or distributor 42%
- Visited an advertiser’s Web site 45%
- Recommended/specified products advertised 31%

Multiple responses permitted

Source: Signet Research Ad Awareness Study, 2012



Mission

Financial Advisor provides readers with sophisticated planning and investment strategies to help them better invest for their affluent clients. Our editorial team goes in-depth to offer investment ideas and techniques advisors can use to address their clients' financial goals. *FA* also challenges traditional financial planning wisdom by introducing readers to new approaches.



EDITORIAL TOPICS

RETIREMENT PLANNING/401(K)S / WEALTH MANAGEMENT / ANNUITIES / ETF STRATEGIES / MUTUAL FUND REVIEW
INSURANCE & RISK MANAGEMENT / SEPARATELY MANAGED ACCOUNTS
ALTERNATIVE INVESTMENTS / TECHNOLOGY SOLUTIONS / IMPACT AND SUSTAINABLE INVESTING

Unparalleled content

Editorial excellence is essential for any media vehicle. Accordingly, *FA* brings together a prominent team of editors and contributing writers to provide the most compelling publication for the top decision-makers in the financial advisory field. At *FA*, we have assembled an all-star list of editorial voices within the financial marketplace.

COLUMNISTS AND WRITERS

MITCH ANTHONY / BILL BACHRACH / SOMNATH BASU / MARLA BRILL / JOEL BRUCKENSTEIN / ROY DILIBERTO
DAVID DRUCKER / MICHELLE KNIGHT / TOM KOSTIGEN / DAVID LAWRENCE / TOM LYDON / CHRISTIAN MAGOON
DAN MOISAND / NICK MURRAY / JAMES PICERNO / ERIC L. REINER / MARY ROWLAND / RICHARD WAGNER

2013 Advertising Awareness Studies—*Print & Online*

Financial Advisor will again partner with Signet Research Inc. and conduct advertising awareness studies in the June and December issues of *FA*, and online studies during the months of March and August.



SPECIAL ADVERTISING OPPORTUNITIES

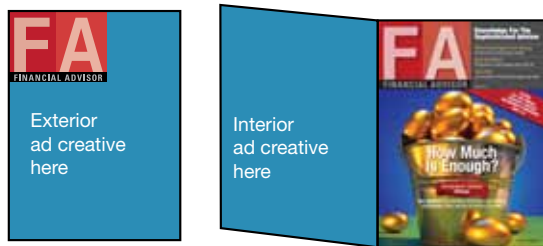
Annual Broker/Dealer Ranking and Profiles – April Issue Broker-dealers can complement their annual ranking in the *Financial Advisor* B/D survey by showcasing their firms in a corporate advertorial profile. A profile in this much read issue will give a firm more exposure, allow it to speak directly to *FA* readers and further showcase the company’s features and attributes.

Annual Top RIA Ranking – July Issue The Top RIA Ranking—the most comprehensive survey of RIA firms conducted by any publication in the market—continues to be the **highest read** of all *FA* issues. This ranking is the most highly anticipated and coveted achievement advisors aspire to and continues to be the industry’s highest honor.

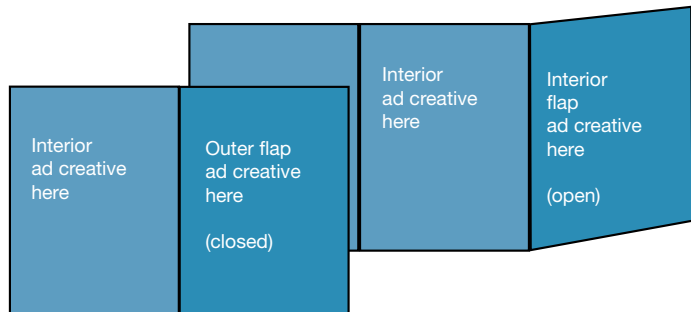


High Impact Units

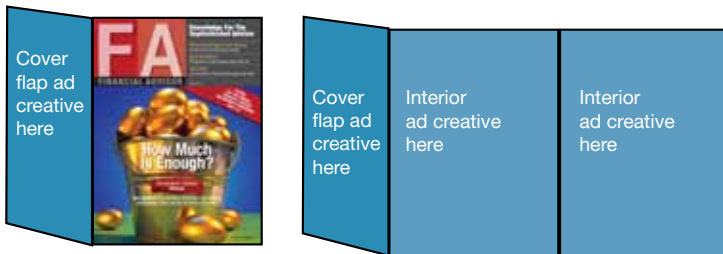
FALSE COVER/COVER TIP



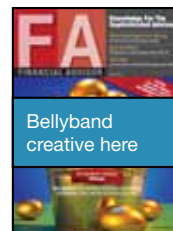
INSIDE GATEFOLD



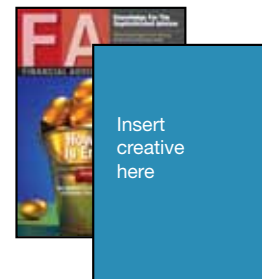
FRENCH GATE COVER



BELLYBAND



POLYBAG INSERT



Please contact your sales rep for details and pricing.

	EDITORIAL FEATURES	BONUS DISTRIBUTION	INSERTION DUE	MATERIALS DUE	MAIL DATE
Jan	<ul style="list-style-type: none"> • U.S. Equity Outlook • ETFs • International Investing • Annuities • Impact/Green Investing 	<ul style="list-style-type: none"> • FSI OneVoice 2013 	Nov 30	Dec 6	Dec 27
Feb	<ul style="list-style-type: none"> • U.S. Fixed-Income Outlook • ETFs • Last-Minute Tax Strategies • Alternative Investing • Retirement Supplement 	<ul style="list-style-type: none"> • Inside ETFs Conference* • IMCA NY Consultants • TD Ameritrade Conference 	Jan 2	Jan 7	Jan 28
Mar	<ul style="list-style-type: none"> • College Planning • Life Insurance • Real Estate: Home Buying • Impact/Green Investing • ETFs 	<ul style="list-style-type: none"> • Building an Elite Wealth Management Practice Workshop • Financial Advisor Retirement Symposium 	Jan 30	Feb 7	Feb 28
ONLINE ADVERTISING AWARENESS STUDY					
Apr	<ul style="list-style-type: none"> • Broker-Dealer Outlook/ Annual Broker-Dealer Ranking and Profiles • International Investing • ETFs 	<ul style="list-style-type: none"> • IMCA Annual Conference 	Feb 28	Mar 7	Mar 28
May	<ul style="list-style-type: none"> • Long-Term Care • 401(k) Planning • Estate Planning/Trusts • Impact/Green Investing • ETFs 	<ul style="list-style-type: none"> • NAPFA Annual Conference 	Mar 28	Apr 5	Apr 29
Jun	<ul style="list-style-type: none"> • ETF Coverage • Health Insurance • Business Management for Advisors • Alternative Investing • ETFs 	<ul style="list-style-type: none"> • Morningstar Investment Conference • Pershing INSITE 	Apr 30	May 7	May 25
PRINT ADVERTISING AWARENESS STUDY					
Jul	<ul style="list-style-type: none"> • Annual Top RIA Ranking • ETFs • Dividend-Paying Strategies • U.S. Equity Funds • Impact/Green Investing • Innovative Alternative Investment Strategies. Supplement 	<ul style="list-style-type: none"> • FA Innovative Alternative Strategies Conference • FA Impact Investing Conference • Tactical Strategies for Success Workshop 	May 30	Jun 7	Jun 29
Aug	<ul style="list-style-type: none"> • REITs • ETFs • Broker-Dealer Recruiting • Alternative Investing 		Jun 28	Jul 5	Jul 29
ONLINE ADVERTISING AWARENESS STUDY					
Sep	<ul style="list-style-type: none"> • Annuities • Long-Term Care • ETFs • College Planning • ETF Supplement • Impact/Green Investing 		Jul 30	Aug 7	Aug 26
Oct	<ul style="list-style-type: none"> • International Investing • Alternative Investing • Broker-Dealer Technology Platforms • Year-End Tax Strategies • ETFs • Impact Investing Supplement 	<ul style="list-style-type: none"> • FA Fiduciary Gatekeeper Research Manager Summit • Creating an Exceptional Family Office Experience Conference • The SRI Conference 	Aug 30	Sep 6	Sep 30
Nov	<ul style="list-style-type: none"> • Charitable Giving • 401(k) Planning • Retirement Withdrawal Strategies • Impact/Green Investing • ETFs 	<ul style="list-style-type: none"> • Schwab Impact 	Sep 30	Oct 7	Oct 29
Dec	<ul style="list-style-type: none"> • ETFs • Custodian Platforms and Profiles • Advising Small-Business Clients 		Oct 30	Nov 7	Nov 27
PRINT ADVERTISING AWARENESS STUDY					

IN EVERY ISSUE: Retirement Planning, Client Relations, ETFs, Technology, Wealth Management, Investing, Estate Planning, Practice Management
*Events in blue produced exclusively by Financial Advisor *Produced in conjunction with IndexUniverse*



Black & White	1x	3x	6x	12x	18x
Full Page	\$11,855	\$11,545	\$11,015	\$10,385	\$9,755
2/3 Page	10,495	10,175	9,545	9,025	8,395
1/2 Page	8,815	8,495	7,865	7,235	6,505
1/3 Page	7,445	7,135	6,395	5,765	5,135
Spread (5% Discount)	22,485	21,865	20,845	19,615	18,585
Four-Color					
Full Page	\$13,535	\$13,115	\$12,485	\$11,855	\$11,335
2/3 Page	12,175	11,855	11,335	10,705	10,285
1/2 Page	10,495	10,175	9,545	8,815	8,185
1/3 Page	8,915	8,705	8,185	7,655	7,135
Spread (5% Discount)	25,715	24,955	23,725	22,465	21,415
Cover Rates					
Cover 2 (Inside Front)		\$19,425	\$18,375	\$17,325	
Cover 3 (Inside Back)		18,375	17,325	16,575	
Cover 4 (Back Cover)		20,475	19,425	18,375	

A short rate will be applied to any advertiser who does not fulfill contracted frequency. All rates listed above are gross.

- Bleed — add 10%
- Add \$300 for spot colors
- 5th Color: \$590
- 2C pricing: B&W rate + \$800
- Preferred or special positions — add 10%
- Metallic Color: \$995

Digital File Specifications for Print

Media

- E-mail (maximum file size 5 MB), CD/DVD Rom or FTP
- Please label CDs/e-mail with name of advertiser and issue date

Preferred format: PDF

- Files should be 100% complete with all hi-resolution images and fonts embedded.
- Color files must be CMYK format. Spot colors will be converted to process unless indicated otherwise.
- PDF documents must contain Type 1 postscript fonts. TrueType and Multiple Master fonts are not supported.
- Page files should be built to the trim size with the bleed area extending 1/8" beyond the trim. Keep all text and images within the live area (1/4" in from trim).
- Images should be TIFF or EPS format in CMYK or Grayscale. Do not embedd ICC profile with images. Total ink density should not exceed 300%.
- Offset printer’s marks at 12 points from trim so they do not appear within the print or bleed area.

Proofs

All color ads must include a SWOP standard color proof. All b/w ads must include a composite laser.

FTP Instructions

Go to www.fa-mag.com and click on the “FTP Site” at the bottom of the page. User name: ads_fa; Password: fauploads. Please send Aimee Melli (amelli@fa-mag.com) e-mail with the file name and issue date once the ad has been uploaded to the site.

Ad Sizes

Covers & Full Pages

Trim	8 ¹ / ₈ " x 10 ⁷ / ₈ "
Bleed	8 ³ / ₈ " x 11 ¹ / ₈ "
Live Area	7 ⁵ / ₈ " x 10 ³ / ₈ "

Spreads

Trim	16 ¹ / ₄ " x 10 ⁷ / ₈ "
Bleed	16 ¹ / ₂ " x 11 ¹ / ₈ "
Live Area	15 ³ / ₄ " x 10 ³ / ₈ "

Fractional Ad Sizes

2/3 Horz.	7" x 6"
2/3 Vert.	4 ¹ / ₂ " x 9 ³ / ₄ "
1/2 Horz.	7" x 4 ¹ / ₂ "
1/2 Vert.	4 ¹ / ₂ " x 7"
1/3 Sq.	4 ¹ / ₂ " x 4 ¹ / ₂ "
1/3 Horz.	7" x 3"
1/3 Vert.	2 ¹ / ₄ " x 9 ³ / ₄ "

Ad material questions? Call Aimee Melli at 732-450-8866, ext. 15 or e-mail: amelli@fa-mag.com

Send ad materials to: *Financial Advisor*, Production Department, 499 Broad Street, Suite 120, Shrewsbury, NJ 07702



DIGITAL MAGAZINE ADVERTISING

The superior technology of our digital edition will allow readers to link, zoom, search, save and share information. Our goal at *Financial Advisor* is to keep readers on the pulse of the financial markets and provide them with an exceptional reading experience both digitally and in print.

There are a variety of prominent and effective advertising units available within *FA*'s digital edition.

Cover Sponsorship (Exclusive)

Location	Right side following publication cover
Size	Full page built to magazine specs
File Formats	High Resolution PDF
Features	Can link to internal pages, external sites
Rate	\$5,000 net per issue

Blow-In

Location	Overlays page of choice
Size	350 x 210
File Formats	JPEG, GIF, animated GIF
Features	Can select page position, link to URL
Rate	Cover: \$3,500, Inside: \$2,500 net per issue

Leaderboard Ad

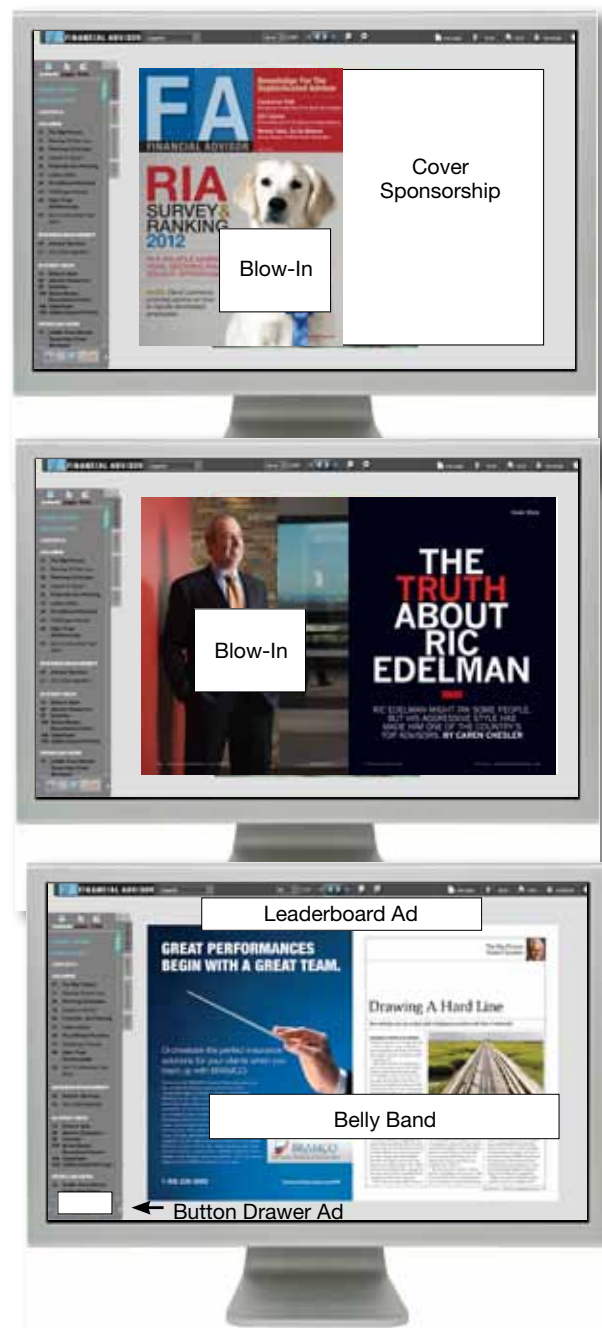
Location	Above the digital issue, within the interface
Size	Industry standard 728 x 90
File Formats	JPEG, GIF, animated GIF
Features	Can add JavaScript ad tag, link to URL
Rate	\$2,500 net per issue

Belly Band

Location	Overlay(s) page(s) of choice
Size	620 x 140
File Formats	JPEG, GIF, animated GIF
Features	Can select page position, link to URL
Rate	\$3,500 net per issue

Button Drawer Ad (Exclusive)

Location	Bottom or left navigation panel
Size	180 x 150
File Formats	JPEG, GIF, animated GIF
Features	Can add JavaScript ad tag, link to URL
SOV	100%
Rate	\$2,500 net per issue





MOBILE MAGAZINE APPS ADVERTISING

Advertising within mobile apps is new to many—and yet is one of the most promising venues on the horizon. Smartphone ownership doubled in 2011 and 1 in 3 U.S. consumers now own a tablet.

Two kinds of advertising space are available within mobile apps. Images and text in the app edition can also be hot linked to Web sites, request forms and eCommerce pages.

Launch Images (Exclusive)

Location	Displays on the device while the app loads		
Size	iPhone: 320 x 480	Android: 320 x 480	
	iPad: 768 x 1024	Kindle Fire: 768 x 1024	
File Formats	PNG		
Design	<ul style="list-style-type: none"> • Plan for the upper 20 px to be overlapped by the device status bar • Allow a 45 x 26 neutral area at the bottom 		
Rate	Please call for rates and availability		

Banner Ads

With the different mobile media offered, advertisers must supply 3 size versions of their creative. Banners can be linked to a Web site, email address or to an app in the App Store.

Small

Location	iPhone and Android: Home screen, RSS articles, search results, magazine article text, bookmarks
Size	320 x 50
File Formats	PNG

Medium

Location	iPad and Kindle Fire: Home screen, RSS articles, search results, magazine article text, bookmarks, library screen
Size	728 x 90
File Formats	PNG

Large

Location	iPad and Kindle Fire: Home screen, RSS articles, search results, magazine article text, bookmarks, library screen
Size	960 x 90
File Formats	PNG
SOV	20%
Rate	\$2,500 net per issue





Average value of
client accounts readers
personally manage:
\$1.8 million

Average number
of clients readers
personally manage:
164

Online

FA-MAG.COM

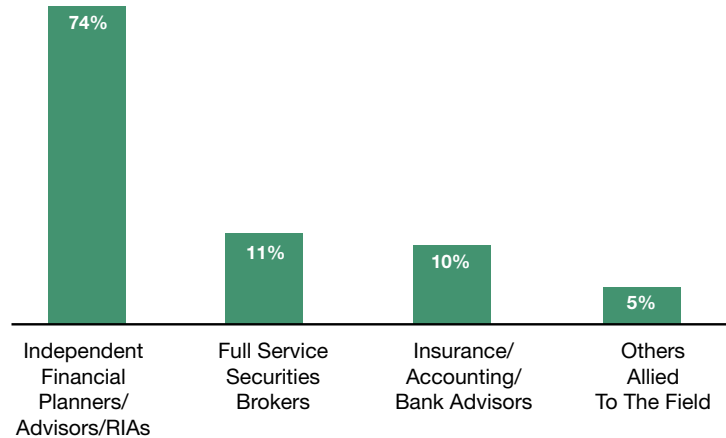
FA-mag.com gives advertisers an excellent way to reach the financial advisor audience. The site covers a host of topics important to our readers—including retirement investing, ETFs, alternative investing and annuities. The increased editorial coverage in the last several months has been well-received by our audience. Advertising placements are available throughout the site in various positions, and topic-specific sponsorship opportunities can help diversify and enhance your campaign more effectively.



FA-mag.com delivers a distinct audience

“FA-mag.com is part of my daily routine.”

—FA-mag.com Reader, Signet AdProbe™ 2012 Web Report



Source: Signet Research Ad Awareness Study, 2012

FA’s online audience manages an **average of \$180 million** in client assets...

Amount of assets readers **personally** manage

- Less than \$50 million 21%
- \$50 million - \$99.9 million 35%
- \$100 million - \$249 million 29%
- \$250 million - \$500 million 9%
- \$500 million - \$1 billion 3%
- \$1 billion + 3%

... and invests an **average of \$28 million** for clients

Amount of assets readers **personally** invest

- Less than \$1 million 5%
- \$1.0 million - \$4.9 million 21%
- \$5.0 million - \$9.9 million 22%
- \$10.0 million - \$24.9 million 26%
- \$25.0 million - \$99.9 million 19%
- \$100 million or more 7%

Source: Signet Research Ad Awareness Study, 2012



Actions taken as a result of banner ads or articles on fa-mag.com

Visited an advertiser’s Web site	51%
Requested additional information from an advertiser	32%
Purchased or recommended products or services advertised	26%
Discussed a banner advertisement with a client or colleague	11%
Took one or more actions	68%

Source: Signet AdProbe™ 2012 Web Report. Multiple responses permitted

Products fa-mag.com readers *personally* recommended to clients in the past 12 months

• Mutual Funds	84%	• REITs	60%
• Bonds/Bond Funds	78%	• Retirement Products	59%
• ETFs	78%	• Long-Term Care	58%
• 529 Plans/College Saving	70%	• Retirement Plans/401(k)s	58%
• Fixed Income Products	66%	• Other Alternative Investments*	42%
• Life Insurance	66%	• Charitable Giving	30%
• Annuities	62%	• Socially Responsible Investing	20%

Source: Signet Research Ad Awareness Study, 2012. * Other Alternative Investments Include: Commodities, Currency, ETNs, MLPs, Land

FA-mag.com readers are experienced advisors with established practices

Compensation

• Fee Advisors	86%
<i>Fee-Based</i>	53%
<i>Fee Only</i>	33%
• Commission	4%
• Salary	10%

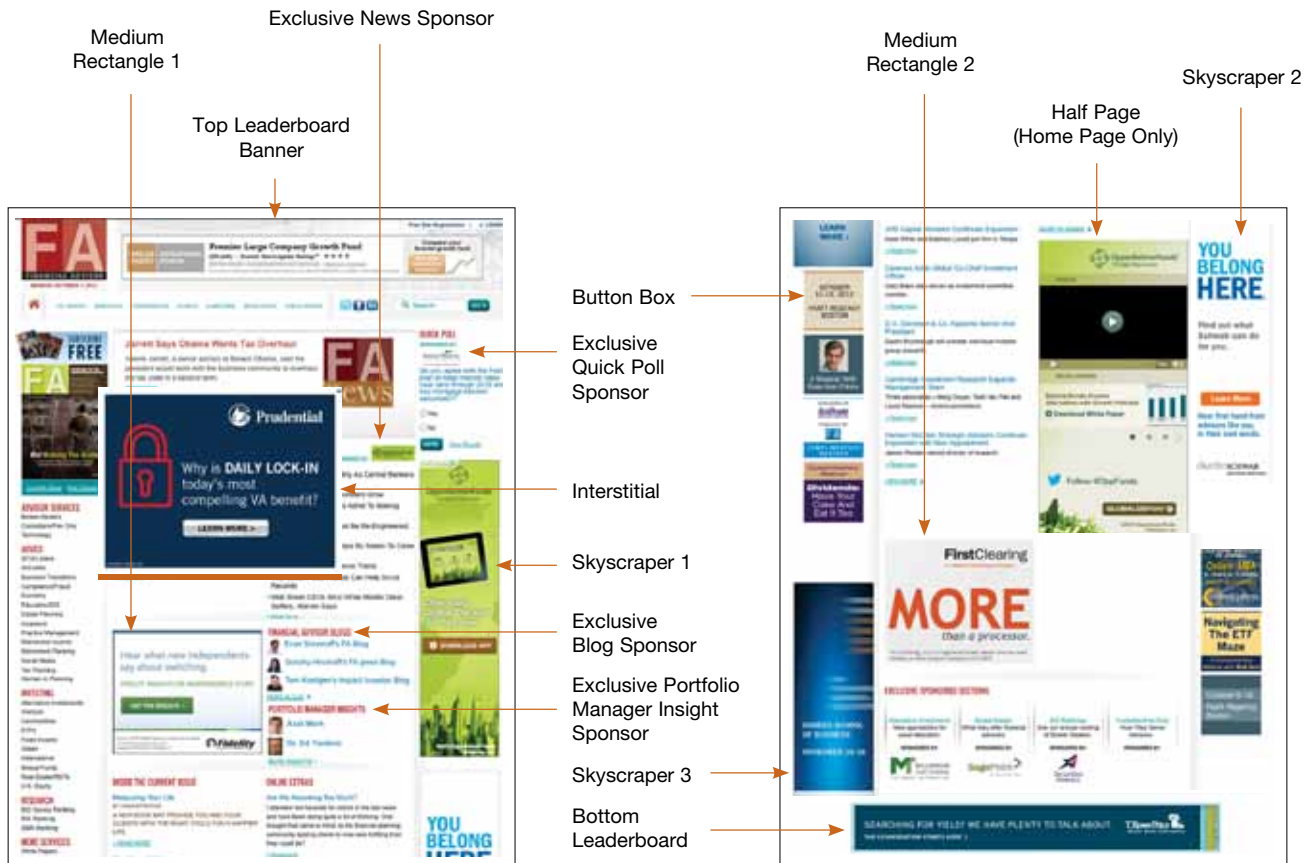
Tenure as Planner/Advisor

• Less than 5 years	3%
• 5 to 10 years	14%
• 10 years or more	83%

Average: 20 years

Source: Signet Research Ad Awareness Study, 2012

WWW.FA-MAG.COM ADVERTISING



Ad Unit	Size	Maximum File Size	Monthly 1X Rate
Interstitial	(640x480)	80k	\$9,995
Top Leaderboard	(728x90)	40k	\$4,495
Exclusive Blog Sponsorship	(See right)*		\$4,195
Exclusive Portfolio Manager Insight Sponsor	(See right)*		\$4,195
Skyscraper 1	(160x600)	40k	\$4,195
Medium Rectangle 1	(300x250)	40k	\$4,195
Medium Rectangle 2	(300x250)	40k	\$3,795
Skyscraper 2	(160x600)	40k	\$3,795
Skyscraper 3	(160x600)	40k	\$3,595
Exclusive Quick Poll Sponsor	(88x31)	10k	\$2,695
Half Page (Home Page Only)	(300x600)	40k	\$2,495
Exclusive News Sponsor	(88x31)	10k	\$2,095
Button Box	(120x120)	20k	\$1,795
Bottom Leaderboard	(728x90)	40k	\$1,695

Frequency rates available upon request. All online rates are net. See page 21 for specifications. All cancellation must be made 30 days prior to scheduled flight date in writing to your advertising sales representative. Cancellations made in less than 30 days may incur a cancellation fee.

*Exclusive Blog Sponsorship and Exclusive Portfolio Manager Insight Sponsor include the following banner sizes: 728x90, 160x160, 300x250, and 88x31 (Logo)



EXCLUSIVE SPONSOR CHANNEL SECTIONS

Deliver your marketing message to your target audience by sponsoring an exclusive channel of your choice.

Monthly channel sponsorship includes:

- Top Leaderboard
- Skyscraper
- Medium Rectangle
- Logo (120x60) on home page of fa-mag.com
- Bottom Leaderboard
- Logo (120x60) on monthly channel blast

Available Channels for Sponsorship:

401(k) Plans / Alternative Investments / Annuities / Analysis / Broker-Dealers
 Business Transitions / CE Center / Commodities / Compliance/Fraud / Commodities
 Custodians/Fee-Only Economy / Education/529 / Estate Planning / ETFs / Fixed Income
 Insurance / Green/Impact Investing / International Funds / Mutual Funds
 Practice Management / Retirement Income / Retirement Planning / Real Estate/REITs
 Social Media / Tax Planning / Technology / U.S. Equity Funds / Women in Planning

Ad Unit	Size	Rate
Exclusive Sponsored Channel Sections	(see above)	\$4,195 per month net



EXCLUSIVE PORTFOLIO MANAGER INSIGHT SPONSOR

The Exclusive Portfolio Manager Insight channel on our Web site offers market and economic commentary via blogs from nationally known portfolio managers. You will have the opportunity to be the exclusive sponsor within this section monthly.

Ad Unit: Exclusive Portfolio Manager Insight Sponsor
Size: 728x90, 300x250, 160x600, 120x60 (See page 15)
Rate: \$4,195 per month net

WEEKLY WEB SITE PRINT SPONSOR

As the weekly Web site Print Sponsor your logo and leaderboard banner will be displayed when an online reader clicks the “print” option. Your branding will also appear on the hard copy of the print out which increases your exposure. Your logo and leaderboard banner will link to URLs that you have designated.

Rate:
1 week: \$995 2 weeks: \$1,895 3 weeks: \$2,695 4 weeks: \$3,395
Specs: Logo (120x60), Leaderboard (728x90)



E-NEWSLETTERS

FA news. *Financial Advisor's* electronic newsletter is sent to approximately 160,000 online subscribers on Tuesdays and Thursdays. *FA news* is the source of breaking news and events that directly impact financial advisors and the companies that provide products and services to the advisor marketplace. Three banner placements are available for all editions and inventory is based on availability.

Special FA News editions that focus on specific industry topics:

FA Alternative Investments is sent electronically on the fourth Friday of every month.

FA ETFs is sent electronically on the second and fourth Monday of every month.

FA Fixed Income is sent electronically on the first Friday of every month.

FA Insurance & Annuities is sent electronically on the second Wednesday of every month.

FA Mutual Funds is sent electronically on the fourth Wednesday of every month.

FA Retirement is sent electronically on the first and third Wednesday of every month.

FA Top Stories is sent electronically every Friday.

	Size	File Size (max.)	Per Banner Per Edition (1x)
Top Leaderboard	728 x 90	40k	\$4,195
Medium Rectangle Box 1	300 x 250	40k	\$3,595
Medium Rectangle Box 2	300 x 250	40k	\$3,095

Specs:

- File Format - GIF/Animated GIF, JPEG (Requires URL Click-through), Rich Media (HTML) - Standard tags only (no iFrames or JavaScript).
- Animation - 3 loops maximum.
- Alternative Text - May be up to 10 words.
- Delivery Schedule - Within 5 business days of flight date.



E-DIRECTS

A customized marketing message will be sent to our list of approximately 135,000 online subscribers. HTML and text versions are permitted, and *Financial Advisor* will track the success of the e-direct by providing a status report one week after the e-direct has been e-mailed.

Rate: \$8,895 net

Specs:

- HTML not to exceed 600 pixels across the content area. Mapping or embedded images are not recommended. We cannot accept Word files converted to HTML. (Please take into account Microsoft Outlook 2007 limitations when building html files for e-mail distribution. *Financial Advisor* magazine will not alter HTML code to render in Outlook 2007.)
- E-direct file size should not exceed 60k.
- There is a 150,000 character limit to custom HTML/XHTML e-mails.

- HTML and text files to be received 5 business days prior to flight date.

Styling:

- Direct element HTML styling is needed for elements that do not fall under the global style or inline styling that is different from controlled content.
- Any href's that have different styling than the global style will not hold inline styling. Styling for hrefs needs to be coded as standard HTML Font styling. I.e., `<font`



VIDEOS

Financial Advisor videos cover current industry topics and events. The sponsorship on the videos includes a 15-second pre-roll and your logo on the home page of fa-mag.com.

Exclusive Sponsorship Monthly Rate: \$4,195 per month

Micro Bar Banner (88x 31 logo)

Specs:

- Pre-roll clip: 15 seconds max, 580 x 320 screen size, .flv (also accepted HD Quicktime, .mov or .avi format)



“FA-mag.com is a great source of information and ideas. The articles are well written and I reference them during discussions with my clients.”

—FA-mag.com Reader, Signet AdProbe™ 2012 Web Report

MOBILE WEB SITE ADVERTISING

The mobile version of the Web site was created specifically for mobile device users to make their browsing experience more efficient and user friendly. You now have the ability to place banner advertisements within the mobile Web site platform in three separate locations.

Banner rates:

Top Banner	\$995 per month
Middle Banner	\$895 per month
Bottom Banner	\$795 per month

Specs:

- Ad Unit Size – XX Large Banner (300x50)
- Ad Unit Specs - .gif, .jpg or .png file and a click-through URL. No animation or flash files accepted. 10k file size maximum.



Special online opportunities

EXCLUSIVE SPONSORSHIPS

April 2013 Annual Broker/Dealer Survey Sponsorship Opportunity On FA-mag.com. This opportunity allows you to be the sponsor from April 2013 to March 2014. As the exclusive sponsor, you will be entitled to all of the banner placements within this exclusive channel (on the top and bottom leaderboards, in the medium rectangle and in the skyscraper). Your logo will be included within a dedicated e-direct promoting the survey, in a PDF file of the expanded rankings posted online, in a house ad in the April 2013 edition of *Financial Advisor* magazine promoting the survey and on two banner ads within *FA News* also promoting the survey.

Rate: \$10,995 N

July 2013 Annual RIA Rankings Sponsorship Opportunity On FA-mag.com. Your sponsorship will run from July 2013 to June 2014. As the exclusive sponsor, you will be entitled to all of the banner placements within the exclusive channel (on the top and bottom leaderboards, in the medium rectangle and in the skyscraper). Your logo will be included within a dedicated e-direct promoting the survey, in a PDF file of the expanded rankings posted online, in a house ad in the July 2013 edition of *Financial Advisor* magazine promoting the survey, and on two banner ads within *FA News* also promoting the survey.

Rate: \$10,995 N



WEBINARS

Custom Webinar. *Financial Advisor* magazine will design webinars for our readers, allowing them to educate others in the advisor community. A *Financial Advisor* webinar offers our clients the chance to be recognized as industry leaders and information providers. Each webinar is customized for the needs of both the readers and the sponsors. Our webinars feature recognized industry experts and offer the opportunity for the sponsor to participate on the live webinar. CE Credits may be applied for with the CFP Board and IMCA. Approval is granted upon review of the content from both boards. Complete webinar information will be provided upon request.

Rates: \$20,000-\$25,000/net based on customization level.

Media Partnership Webinar. Partner with *Financial Advisor* to give your planned webinar greater exposure in the advisor community and increase attendance.

Rate: \$13,995/net*

**We have the ability to enhance your webinar by producing the event for you, helping you submit for CE Credits through the CFP Board and IMCA, and by providing you with an html file that you can use to send out your webinar invitation electronically for additional fees. Complete webinar information will be provided upon request.*

BROKER-DEALER RECRUITMENT CENTER

FA-mag.com offers our exclusive audience the opportunity to learn more about the independent broker/dealers and third-party custodians vying for their business. Every month we post multiple classified listings from the leading independent broker/dealers and third-party providers on FA-mag.com.

Rate: 3-month minimum, \$250 per month

Specs: 450x255, Static 40k/Flash 40k



**65% of online users rate fa-mag.com Superior/
Above Average.***

*Signet Research 2012 Subscriber Study. *Related to other trade sites*



WHITE PAPERS

FA-mag.com will feature branded white papers from industry sponsors and thought leaders to our subscribers through a monthly digital white paper alert blast and a posting within the white paper section on FA-mag.com for one month.

Rate: 1 month: \$1,095, 3 months: \$995 per month, 6 months: \$895 per month and 12 months: \$745 per month

Specs: Logo (120x60) and click-through URL, a white paper intro paragraph (at a maximum of 500 characters with spaces), a Word document or PDF of the white paper, and a white paper title (at a maximum of 70 characters with spaces).



Format and additional information for Web sites

- File format - GIF/Animated gif, JPEG, Rich Media, or HTML code (with approval) accepted. URL address required for click-through
- Rich Media (HTML) - Must contain a placeholder in the ad code for the click tracking.
- Exclusive Sponsored Channel - Vector eps logo
- Expanding - Leader board - Maximum: 728x180 – open down - file size max. 100k
Medium Rectangle - Maximum: 600x250 – open right – file size max. 100k
Skyscraper - Maximum: 320x600 – open left – file size max. 100k (skyscraper 3 - open right)
Must expand only on click or rollover, contain a close button, and auto-collapse after 15 sec
- Flash - Flash banners must contain hardcoded URL or contain ClickTags. The following format is preferred: on (release) {if(clickTAG.substr(0.5)=="http:") {getURL(clickTAG,clickTARGET);}}
- Animation - 3 loops maximum.
- Video - Files must be .flv (flash), must contain ClickTags, max length 60 seconds, no looping, polite load 100k, file size 1.2 mb maximum.
- Alternative text - May be up to 10 words.

Delivery Schedule – Within five business days of flight date. Some rich media formats require seven business days for testing.

New Creative – Option to change creative content of any advertising space once per month.

Creative Submission - Contact: Keith Huryk • E-mail: khuryk@fa-mag.com • 732.450.8866, ext. 20

Technical questions? Call Keith Huryk at 732-450-8866, ext. 20 or e-mail: khuryk@fa-mag.com.



Ranked as One of America's Fastest-Growing
Companies in the Inc. 5000

Financial Advisor / Private Wealth / Journal of Indexes

FA News / FA Retirement / FA Fixed Income
FA Mutual Funds / FA Top Stories / FA Alternative Investments
FA ETFs / FA Insurance & Annuities / PW News
FA Innovative Alternative Strategies Conference
FA Innovative Real Estate Strategies Conference
FA Financial Advisor Retirement Symposium
FA Fiduciary Gatekeeper Research Manager Summit
Inside ETFs Conference

Group Publisher

David Smith

732.450.8866, ext. 26

dsmith@fa-mag.com

Associate Publisher

East Region Advertising Director

Diane Rogala

732.493.2159

drogala@fa-mag.com

National Advertising Director

West Region Advertising Director

Caren Paradise Kohl

949.388.3646

cparadise@fa-mag.com

Midwest Advertising Director

Sarah Haase

312.504.8755

shaase@fa-mag.com

New England Advertising Director

Reprint Sales Director

Kevin Robinson

732.450.8866, ext. 37

krobinson@fa-mag.com

Classified Advertising Manager

Steve Kimball

732.450.8866, ext. 12

skimball@fa-mag.com

National Digital Advertising Director

Karen Burke

732.450.8866, ext. 19

kburke@fa-mag.com

Digital Advertising Sales Director

Sandra Croce

732.450.0193

scroce@fa-mag.com

499 Broad Street, Suite 120 • Shrewsbury, New Jersey 07702

732-450-8866 • Fax: 732-450-8877 • www.fa-mag.com

insight, opportunities and solutions
for financial marketers

